

2017–2018 WACO CAMPGROUND OWNER ADVERTISING OPPORTUNITIES

Advertising Type			Description
WACO Directory Ad			Deadline: 10/10/2016
Full Page	\$3393.60 x ____		315,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, campgrounds, trade shows and more! • Any ad is 50% off ad size if upgrading advertising size (1 time only) (Exception Prime Space) • Acceptable programs & file formats (all graphics and fonts must be included): Quark, InDesign, .tif / .eps / .jpg / .pdf • Other formats must have prior approval. Acceptable media: disks, CD / DVD
3/4 Page	\$2744.70		
2/3 Page	\$2422.35		
1/2 Page	\$2197.65		
1/3 Page	\$1617.00		
1/4 Page	\$1252.65		
1/8 Page	\$896.90		
Coupon on the Map	\$500.00		
Additional Listing	\$100.00		If you have a listing in a small town and would like to be listed again in a larger town, a reference can be made i.e. Stevens Point: Vista Royale Campground – see listing under Bancroft pg. X
ATV Listing	\$250.00		
Cabin Rental Listing	\$250.00		
Canoe/Kayak/Fishing Listing	\$250.00		
Online Advertising			Deadline: 10/10/2016
Website Listing	Free with your membership		Includes up to four photos. Please send photos to director@wisconsinincampgrounds.com
Website Banner Ad Side	\$400.00		Size (px) 200 x 200
Website Rotating Banner Ad (Top & Bottom)	\$500.00		Size (px) 1200 x 125
Amenity Package Listing	\$500.00/ yr.		Featured once per month. Includes a highlight of what's happening for themed weekends /weekdays, feature on Facebook, blog posting on the website, videos posted & one mention on all your social media.
Facebook only	\$100.00		Once per month mention on our Facebook page
Event Ads	\$50.00		Leave up for one month
Print Advertising			
Printing Program 30,000 pieces Shipping not included	\$500.00x ____		Type: 70# glossy paper – printed on both sides This program is only good once per year as pricing is good when multiple campgrounds use the program. Price does not include shipping
Piggy Back Program Approx. 5,000 sent yr	\$200.00		Your campground brochure is sent out with the WACO Directories requested at the office, from RV dealers, to welcome centers, Chamber of Commerce's, etc.!
RV Show Distribution			Deadline: 12/15/2016 to the WACO Office All brochures must be marked for each show. Undistributed brochures will not be returned
All 8 RV Shows	\$1350.00		25,000 – 27,000 brochures
Milwaukee RV SuperShow	\$250.00		January 6 -8: 4,000 brochures
Chicago New SuperShow	\$250.00		January 13 -15: 4,000 brochures
WBAY Green Bay RV Show	\$250.00		January 26 – 29: 6,000 brochures
Madison RV Show	\$250.00		February 3 – 5: 3,500 brochures
Minneapolis RV Show	\$250.00		February 9 - 12: 4,000 brochures

Rochester, MN RV Show	\$250.00		February 17 – 19: 1,000 brochures
Milwaukee RV Show	\$250.00		March 2 – 5: 3,000 brochures
Rockford RV Show	\$250.00		March 10 – 12: 1,000 brochures
<u>NEW Rental Website</u>			Deadline: 10/10/2016
Cabin Rental Website, Print Brochure & RV Distribution Includes: Listing & logo. Distribution at all RV shows is included! First Year Promotion – Try it Pricing!!!!	Early Bird 7/31/2016 \$250.00 Deadline 10/10/2016 \$350.00		Brand new website featuring rentals ONLY. A four sided brochure will also be dedicated to this new branding of the rental business. Distribution includes the RV distribution program, shipping/ all directories and special promotions. 30,000 printed brochures will be distributed.
Enhanced Listing & Link on the Cabin Website & Print	Early Bird 7/31/2016 \$300.00 Deadline 10/10/2016 \$550.00		Includes up to 10 pictures & your logo With this feature you may list units for sale as seasonal sites
Banner Ad Rental Website	\$150.00		Must have a listing on rental website
Event Ad Rental Website	\$200/ yr.		Can be changed monthly
Facebook Ad for Cabin Rental	\$100.00		One mention per month on Facebook
TOTAL OF ALL ADVERTISING		\$ _____	

Special Insert Program

This program is used at many of the RV shows where your coupon is put on a wheel and used as a fundraiser for the GBF. Get your coupons distributed in fun ways like radio giveaways, spin to win, Gilbert Brown Foundation Fundraisers, Inserted in directory requests through the WACO office and on-line requests. Your coupons may be used at waysides, welcome centers, Chambers, Libraries and gas stations where directories are located. ***This Program is FREE to all WACO members***

Printing is the responsibility of the campground owner. Also shipping and getting them to the WACO office no later than **December 15, 2016. Please note these are certificates only.**

Name of Campground: _____

Name of authorized person for advertising approval: _____

Signature: _____ Date: _____ Check Number: _____

Master or Visa Number ____ - ____ - ____ - ____ Exp: ____ / ____ Code/CSV: _____

Return to:

WACO

P.O. Box 228, Ettrick, WI. 54627

Phone: 608-525-2327 or Fax: 608-525-2328